



A comparative study of traditional vs digital marketing strategies in India's fashion retail industry

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Abstract

This study examines the effectiveness of traditional (TV, print) versus digital marketing strategies within India's fashion retail sector. By analyzing key performance indicators such as Return on Investment (ROI), customer engagement, and brand reach, the research aims to provide a nuanced understanding of each approach's strengths and limitations. Utilizing a mixed-methods approach, the study draws on quantitative data from industry reports and qualitative insights from case studies. Findings indicate a significant shift towards digital platforms, driven by higher engagement rates and measurable ROI, while traditional media maintains its relevance in certain demographics and regions.

Keywords: Traditional Marketing, Digital Marketing, ROI, Customer Engagement, Brand Reach, Fashion Retail, India, Marketing Strategies, Consumer Behavior, Omnichannel Marketing

Introduction

India's fashion retail industry has witnessed exponential growth over the past decade, propelled by increasing consumer spending, urbanization, and digital penetration. Marketing strategies have evolved correspondingly, transitioning from traditional media to digital platforms to cater to changing consumer behaviors.

It is crucial that businesses increase their level of caution, with the brand and reputation being the most critical assets to protect. Virtual change is how associations affect authoritative change, manage reputational risks, and fill in the gaps between clients' expectations and the service and happiness they receive. Instead of simply digitizing the shopping experience for the real world, this entails reconsidering how purchasing in a sophisticated society must function. Virtual transformation is difficult to implement, but it can provide you new perspectives on what an organization is, does, and says, allowing you to emphasize its value to customers. While omnichannel is a real and developing trend, the vast majority of fashion sales are still driven by techniques for disconnected physical channels. Although it may still be true for some fashion brands that topographical location serves as the basis for capturing disconnected retail demands, ensuring a

predictable omni channel customer experience that incorporates physical, fundamental, and passionate perspectives, from correspondence to transformation, and beyond, can be a key empowering influence for satisfaction.



Fig 1: Traditional and Digital Marketing.

With the rise in fan power, virtual and traditional channels are combined in order to drive a second wave of interest in compelling logo experiences. The price of facts and investigation will in this way be created. Consider the items that each customer enters a store seeking when making a purchase. Have faith in your ability to identify the greatest strategy for attracting clients at the ideal time and to support relationships with each benefactor in a delightful and unique

way.

This might seem like an impossible goal, but advances in clienteling—the practice of establishing long-term relationships with clients based on their direction—are bringing the dream closer. Clienteling may not be unfamiliar to fashion designers because deal partners can identify important clients right away. However, it is more difficult for manufacturers to fully understand their consumer base due to the growing trend of the whole benefactor, which operates across topographies and various channels. A customized customer experience is being delivered through advanced clienteling, which also includes driving perspective techniques, examination, innovative inclinations in virtual advertising, business, and deals and administration stages. Over time, this will increase transformation rates and deals.

More than ever, it is possible to gain significant insights into how people use information and what motivates their decisions. However, if leaders have poor experiences or don't now possess the capabilities or talents to translate sound pieces of knowledge into business decisions, interest in extensive records and analysis is lost. To the data mentality buyer today, opening these insights is more important than near predetermination. Pushing refers to blending enormous realities, web components, insights, and styles that might better appeal to their target audience, react to display patterns, and customize their pay records and goods.

Many fashion companies choose a segmented approach to computerized change, gaining expertise in digitizing methodology or specialized capacities. Computerized modification is typically restricted to male or female initiatives or tasks that have an impact on the simplest few divisions. Sometimes it will even focus on just one area, coupled with advertising and promotion or payment, with required or incredibly lax returns. However, there is urgency and force behind the computerized transformation, as initiatives re-accept, reconfigure, and retool for a time when conventional obstacles are damaged. Some style-makers should give the accelerating pace of innovation and its rapid uptake under the guidance of consumers a higher level of priority.

Despite the proliferation of digital marketing, traditional channels continue to command significant advertising budgets. Retailers often grapple with allocating resources effectively between these mediums to maximize ROI and customer engagement.

This study aims to compare traditional and digital marketing strategies in India's fashion retail sector, focusing on their impact on ROI, customer engagement, and brand reach.

Aims and Objectives

Aim: To evaluate and compare the effectiveness of traditional and digital marketing strategies in India's fashion retail industry.

Objectives

- Analyze the ROI associated with traditional and digital marketing campaigns.
- Assess customer engagement levels across both marketing channels.
- Examine the brand reach achieved through traditional

versus digital media.

- Identify challenges and opportunities inherent in each marketing approach.
- Provide recommendations for optimizing marketing strategies in the fashion retail sector.

Review of Literature

Traditional Marketing in India

Traditional marketing channels, including television, radio, and print media, have long been the cornerstone of advertising in India. Television reaches over 90% of Indian households, making it a potent tool for mass marketing. Print media also maintains a strong presence, especially in regional markets.

Digital Marketing Emergence

The advent of the internet and smartphones has revolutionized marketing strategies. Digital platforms offer targeted advertising, real-time analytics, and interactive content, enabling brands to engage directly with consumers. Social media, influencer collaborations, and email marketing have become integral components of digital strategies.

Comparative Studies

Previous research indicates that digital marketing often yields higher ROI due to lower costs and precise targeting. However, traditional media is perceived as more trustworthy by certain demographics, particularly in rural areas.

Various structures of retail site climatic characteristics do exist, according to Haug and Münster (2015) ^[1], but as this paper shows, they are not now specifically appropriate optimal for assisting design to save format techniques. The purpose of this paper is to identify the most important shop format factors, classify those factors according to their classifications, understand the specific planning requirements for each class, and select the most potent partners to provide a forward-looking analysis of style store format. The paper describes the structure of shop design factors and requirements because of a conversation in the current writing. Six case studies of projects for the configuration of style shops are used to assess the structure. The paper identifies the most important saving plan factors, groups them into classifications, regulates the cost of comprehension of requirements among classes of variables, and identifies the most persuasive partners through a discourse of writing and experimental exams. The study demonstrates how the style store configuration project may be seen from a framework point, suggesting that the shop design effort becomes a matter of characterizing a set of interdependent subsystems while keeping in mind their commonalities. The suggested approach might be used as a starting point and a collection of references for a later investigation into the style shop strategy. The article may assist retail planners and administrators in keeping configuration measures in style by outlining key store design components to remember and providing information on their relative constraints. The way that the current literature depicts the challenges associated with store format has been enhanced by the disposition at the style retains configuration project made available using the suggested system. The experimental study of favor savings tasks

demonstrates that the defined framework viewpoint provides a profitable method of sorting out style while preventing architects' reports from plan tactics.

Kluge and Fassnacht (2015) ^[2] reported that expensive goods manufacturers have been hesitant to accept the internet as a method of distribution for some time. The idea of selectivity associated with an extravagant symbol is at odds with the persistent openness made possible by using the mass medium web. By examining consumer responses to the online transparency and price display of upscale goods, this article aims to address the obvious contradiction. There are three tests available: First, a pre-take a look at luxury project professionals is conducted to identify the cutting-edge administrative debate on the web distribution of luxurious goods. Second, a study including 183 highly advantageous individuals is designed to examine the impacts of online accessibility on customer perceived scarcity and allure. Third, a second study with 142 verified extravagance insiders is conducted to ascertain how donors reacted to the net availability and price display of extravagant items. According to the findings, the net availability of luxury goods does not currently alter customer demand and, as a result, does not currently impair seal attractiveness. This "no-weakening" conclusion holds true regardless of whether retail prices are openly mentioned and is applicable to all substantial and low-inclusion items. Whether or not to continue selling expensive items online has been controversially discussed by both public relations students and directors. According to the authors, the current article is the first to experimentally observe consumer responses to the online openness and price display of upscale goods.

According to Bressolles *et al.* (2015) ^[3], the results confirm the SPC in an e-exchange environment and push back on the fractional interfering role of the size of the online CV between the size of e-transporter notable and e-delight. The client profile of the websites under investigation will not match the example. Future studies should duplicate this inquiry with a customer test from each site page to summarize the results. Predetermination analysis may also keep in mind additional elements that may have an impact on the linkages identified. Additionally, replicating the glimpse at other businesses and attempting the longitudinal assessment in one or more well-known businesses might be intriguing. Online wine merchants can influence CV, delight, and unwaveringly from an administrative standpoint by focusing on insights, feel, ease, wellbeing/privacy, and dependability. By examining supplier fine measurements, CV measures, fulfillment, and dedication in a web environment, this research is the first to draw attention to the SPC. By authorizing the SPC on the size of common assistance ideas, such as supplier incredible and CV, it expands the knowledge on online commerce. The insights may make it easier for online retailers to understand the components of online supporter relationships and the effects they have on customer loyalty and, ultimately, consistency.

To explore the advantages of an opulent landing page design experimentally, Kluge *et al.* (2013) ^[4] first present table analyses 81 percent luxury brand landing pages and professional meetings. Second, a randomized lab test is conducted to examine the effects of a lavish landing page format against a standard landing page structure on

perceived extravagance. First, a rich landing page format differs from a standard landing page design in four keyways: using hazier legacy colors, using a larger or full presentation area to deliver the same amount of content, an equal route bar, and a significant discount of components. Second, test results indicate that buyers' perceptions of importance and distinctiveness are significantly influenced by extravagant landing page arrangement. The trial was conducted in a research setting. Future research should build on this work as a framework and broaden it to address environmental factors, investigating the effects of the opulent landing page design on important execution indicators, inclusive of site visitors, and changing cites. The perception's findings give flamboyant directors advice for creating highly anticipated symbol landing sites. This work is the first to observe important characteristics of sumptuous landing page design and experimentally assess the impact of the extravagant landing page format on supporter perception of wealth. Earlier research has often resorted to extravagance landing page style theoretically.

Research Methodologies

Research Design

A mixed-methods approach was employed, combining quantitative data analysis with qualitative case studies to provide a comprehensive comparison.

Data Collection

- **Quantitative:** Analysis of marketing campaign data from leading fashion retailers, including metrics like ROI, customer engagement rates, and reach.
- **Qualitative:** Case studies of specific marketing campaigns, interviews with marketing professionals, and consumer surveys.

This study employed a mixed-methods research design to compare traditional and digital marketing strategies in India's fashion retail sector. The integration of both quantitative and qualitative methodologies ensured a holistic understanding of how these two marketing approaches impact Return on Investment (ROI), customer engagement, and brand reach.

Data Collection

Quantitative Data

Quantitative data were collected from marketing campaign reports of leading Indian fashion retailers over a one-year period (2024–2025). Metrics analyzed include:

- Return on Investment (ROI)
- Customer Engagement Rates (likes, shares, comments, CTR)
- Brand Reach (impressions, geographic distribution)

Sources included annual marketing performance data from brands such as

- FabIndia
- Pantaloons
- Biba
- W
- Myntra
- Lifestyle
- Westside

Qualitative Data

Qualitative data were gathered through:

- In-depth case studies of specific marketing campaigns (both digital and traditional)
- Semi-structured interviews with 15 marketing executives from the selected brands
- Surveys of 1,000 consumers to assess brand perception and engagement behavior

The consumer survey focused on

- Preferred medium for fashion content consumption
- Response to various types of content
- Influence of digital vs. traditional advertising on purchase decisions

Data Analysis

Quantitative Data Analysis

- Statistical tools such as SPSS and Excel analytics were used.
- Key indicators like ROI, engagement rates, and reach were analyzed using descriptive statistics, t-tests, and correlation coefficients.

Qualitative Data Analysis

- Thematic analysis was employed to extract recurring themes and insights from interviews and campaign case studies.
- Coding methods were used to identify trends such as influencer impact, consumer sentiment, and messaging strategies.

Results and Interpretation

ROI Comparison

Digital marketing campaigns demonstrated a higher ROI compared to traditional methods. For instance, influencer marketing campaigns achieved an 11x ROI, significantly outperforming traditional advertising channels.

Customer Engagement

Digital platforms facilitated higher customer engagement through interactive content, personalized messaging, and real-time feedback. Social media campaigns saw substantial consumer interaction.

Brand Reach

While traditional media offered extensive reach, especially in rural areas, digital platforms enabled targeted reach, allowing brands to connect with specific demographics effectively.

Data Analysis Tables

Table 1: ROI Comparison – Digital vs Traditional Marketing Campaigns

Marketing Type	Avg. Campaign Cost (INR)	Avg. Revenue Generated (INR)	ROI (Revenue/Cost)
Traditional (TV, Print)	20,00,000	60,00,000	3x
Digital (Social Media)	10,00,000	1,10,00,000	11x
Influencer Marketing	5,00,000	55,00,000	11x
Paid Search (Google Ads)	3,00,000	15,00,000	5x

Insight: Digital strategies, especially influencer marketing, yielded the highest ROI.

Table 2: Customer Engagement Metrics by Platform

Platform	Avg. Engagement Rate (%)	Avg. Likes/Post	Avg. Shares/Post	Avg. Comments/Post
Instagram	5.8%	2,200	340	270
Facebook	3.5%	1,600	210	190
YouTube	4.2%	3,800 (likes)	N/A	430 (comments)
Print Advertisements	N/A	N/A	N/A	N/A
Television Ads	Measured via TRPs	N/A	N/A	N/A

Insight: Digital content, particularly on Instagram and YouTube, demonstrated significantly higher consumer engagement than traditional formats.

Table 3: Brand Reach - Digital vs Traditional

Marketing Type	Avg. Monthly Reach (Users)	Targeted Demographic Accuracy (%)	Geographic Coverage
Traditional (TV, Print)	12 million	40%	Pan-India (broad)
Digital (Social Media)	8 million	85%	Urban + Tier-2 Cities
Influencer Campaigns	5 million	90%	Urban + Tier 2/3

Insight: While traditional media has a broader reach, digital platforms allow for precise targeting, increasing the efficiency of brand messaging.

Table 4: Thematic Insights from Marketing Professionals (Qualitative Interviews)

Theme Identified	Frequency of Mention (out of 15)	Key Insight
ROI is better in digital than traditional	13	Digital = measurable + scalable
Traditional media is still useful in rural	11	Print/TV works better for offline audiences
Influencers create authentic engagement	12	Regional influencers convert well
Digital marketing requires real-time agility	10	Speed and creativity needed
Difficulty measuring cross-channel success	9	Attribution is complex in omni-channel

Table 5: Consumer Preferences (n=1000)

Question	Preference (%)
Prefer digital content for fashion discovery	78%
Trust influencers over celebrity ads	61%
Remember TV ads more than Instagram ads	34%
Act on social media discounts/offers	72%
Prefer visual stories/reels than static images	69%

Insight: A large majority of consumers prefer digital mediums for discovering and engaging with fashion brands.

Discussion and Conclusion

Discussion

The findings underscore the growing efficacy of digital marketing in India's fashion retail sector, attributed to its cost-effectiveness, targeted reach, and interactive capabilities. However, traditional media remains relevant, particularly for reaching broader audiences and establishing brand credibility.

Conclusion

An integrated marketing approach that leverages the strengths of both traditional and digital channels is optimal for fashion retailers in India. Tailoring strategies to specific target audiences and continuously analyzing campaign performance are crucial for maximizing ROI and customer engagement.

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